

A M E N D M E N T T O T H E C L A I M S

1. (Currently amended) A method to provide a consumer aggregation service on a network service provider, comprising:

registering a first user with the aggregation service;

granting the registered first user access to a network through the aggregation service; and

replacing the registered first user's individual identity with the aggregation service's identity in the case that the first user's identity is required for interaction with a merchant site on the network[[,]];

wherein the aggregation service collectsing any first incentives associated with the first user that is provided by from the merchant site; and

providing stores the first incentives to a second user in a database for use by users registered with the aggregation service.

2. (Currently amended) The method of claim 1, further comprising:

receiving transaction information associated with the registered first user;

intercepting a purchase order placed by the registered first user with the merchant;

charging the registered first user for the order;

executing the order with the merchant on the registered first user's behalf so that the aggregation service's identity is charged by the merchant for the order; and

storing information regarding the order in a database.

3. (Currently amended) The method of claim 2, wherein the aggregation service ships a product associated with the order to the registered first user once the product is received by the aggregation service.

4. (Currently amended) The method of claim 2, wherein the aggregation service gives the shipping address of the registered first user to the merchant so that a product associated with the order may be shipped directly from the merchant to the registered first user.

5-6. (Cancelled)

7. (Currently amended) The method of claim 2, wherein the aggregation service awards the registered first user incentive points based on the order.

8. (Currently amended) The method of claim 7, wherein the aggregation service allows the registered first user to trade-in incentive points to obtain a second incentives collected by the aggregation service.

9. (Currently amended) The method of claim 2, wherein the aggregation service obtains a second incentives from a supplier or the merchant based on the aggregate purchase volume of the aggregation service with at the supplier[['s]] or merchant's site.

10. (Currently amended) The method of claim 9, wherein the second incentive includes a volume discount offered to registered users of the aggregation service.

11. (Currently amended) The method of claim 9, wherein the second incentive includes an upgrade on the method of shipping.

12. (Currently amended) The method of claim 9, wherein the second incentive is distributed to registered users based on the amount of purchases made by the registered users.

13. (Currently amended) The method of claim 9, wherein the second incentive is distributed evenly to all registered users that purchase a specific product.

14. (Currently amended) The method of claim 9, wherein the second incentive is distributed based on a special purchase program, such as where buying one product allows the registered first user to get a second product at half price.

15. (Original) The method of claim 1, wherein the aggregation service preserves the anonymity of its registered users by referring to them by assigned ID numbers.

16. (Currently amended) The method of claim 2, wherein a shipping company ships a product associated with the order to the ~~registered~~ first user once the product is received.

17. (Currently amended) The method of claim 16, wherein a shipping address of the ~~registered~~ first user is only decodable to a physical address by the shipping company.

18. (Currently amended) The method of claim 2, further comprising:
permitting the ~~registered~~ first user to specify the maximum price of items associated with the order that the first user is interested in purchasing.

19. (Original) The method of claim 1, wherein the aggregation service may be comprised of multiple aggregation sites all connected through a central controller.

20. (Original) The method of claim 19, wherein the aggregation sites are controlled by a third party to the aggregation service.

21. (Currently amended) The method of claim 1, wherein information associated with the ~~registered~~ first user is stored in a database.

22. (Cancelled)

23. (Currently amended) Computer executable software code stored on a computer readable medium, the code for providing a consumer aggregation service on a network service provider, comprising:

code to register a first user with the aggregation service;

code to grant the ~~registered~~ first user access to a network through the aggregation service;
and

code to replace the ~~registered~~ first user's individual identity with the aggregation service's identity in the case that the first user's identity is required for interaction with a merchant site on the network[[],];

code to wherein the aggregation service collects any first incentives associated with the first user that is provided by from the merchant site; and

code to provide stores the first incentives to a second user in a database for use by users registered with the aggregation service.

24. (Currently amended) The computer executable code of claim 21, further comprising:
code to receive transaction information associated with the ~~registered~~ first user;
code to intercept a purchase order placed by the ~~registered~~ first user with the merchant;
code to charge the ~~registered~~ first user for the order; and
code to execute the order with the merchant on the ~~registered~~ first user's behalf so that the aggregation service's identity is charged by the merchant for the order.

25. (Currently amended) A computer system for providing a consumer aggregation service on a network service provider, comprising:

a memory having at least one region for storing computer executable program code; and
a processor for executing the program code stored in memory, wherein the program code includes:

code to register a first user with the aggregation service;
code to grant the ~~registered~~ first user access to a network through the aggregation service; ~~and~~

code to replace the ~~registered~~ first user's individual identity with the aggregation service's identity in the case that the first user's identity is required for interaction with a merchant site on the network[[,]];

code to wherein the aggregation service collects any first incentives associated with the first user that is provided by from the merchant site; and

code to provide stores the first incentives to a second user in a database for use by users registered with the aggregation service.

26. (Currently amended) The computer system of claim 25, further comprising:

code to receive transaction information associated with the ~~registered~~ first user;

code to intercept a purchase order placed by the ~~registered~~ first user with the merchant;

code to charge the ~~registered~~ first user for the order; and
code to execute the order with the merchant on the ~~registered~~ first user's behalf so that
the aggregation service's identity is charged by the merchant for the order.

27. (Currently amended) A method, performed by a computer, comprising:
registering a plurality of users;
providing Internet access to the plurality of registered users;
collecting a plurality of incentives associated with Internet activity of the plurality of users; and
~~distributing the an incentives from the plurality of incentives to a first user of the plurality of users, wherein the incentive is associated with the Internet activity of a second user from the plurality of users.~~
28. (Currently amended) The method of claim 27, wherein the plurality of incentives include at least one of a rebate, a coupon, a discount, or a promotion associated with transactions conducted by the plurality of users.
29. (Currently amended) The method of claim 27, wherein the distributing of the incentives ~~are distributed to at least one the first user of the plurality of users is~~ based at least in part on incentive points earned by the ~~at least one~~ first user.